CLAIMS

What is claimed is:

1. A system for generating alerts to events in a program not currently being viewed comprising:

a user preference application for capturing information on which programs a user wants to monitor and what events a user wants to be alerted to;

a data feed containing event information about the programs selected for monitoring; and

an alert generation application which compares the data feed event information to the captured user preferences and generates an alert for the user for each event that matches a captured user preference.

2. The system of claim 1 further comprising:

an electronic program guide having viewing channel information; and

a mapping application which maps the data feed event information to a specific viewing channel.

3. The system of claim 2 further comprising, an alert generation and tuning application which compares the mapped event information to the captured user preferences, generates an alert for the user for each event that matches a captured user preference and provides a mechanism for the user to tune to the program which the alert concerned.

4. The system of claim 3 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to tune to the program which the alert concerned.

5. The system of claim 3 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to record the program which the alert concerned.

6. The system of claim 3 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to view the program which the alert concerned in a picture-in-picture display.

7. The system of claim 1 wherein the captured user preference information is stored to a persistent storage device.

8. The system of claim 1 wherein the data feed contains event information about a sports program.

9. The system of claim 1 wherein the data feed contains event information about the financial markets.

10. A system for generating alerts to events in a program not currently being viewed comprising:

a user preference application for capturing information on which programs a user wants to monitor and what events a user wants to be alerted to;

a data feed containing event information about the programs selected for monitoring;

a mapping application which maps the data feed event information to a viewing channel; and

an alert generation and tuning application which compares the mapped event information to the captured user preferences, generates an alert for the user for each event that matches a captured user preference and provides a mechanism for the user to tune to the program which the alert concerned.

11. The system of claim 10 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to tune to the program which the alert concerned.

12. The system of claim 10 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to record the program which the alert concerned.

13. The system of claim 10 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to view the program which the alert concerned in a picture-in-picture display.

14. The system of claim 10 wherein the captured user preference information is stored to a persistent storage device.

15. The system of claim 10 wherein the data feed contains event information about a sports program.

16. The system of claim 10 wherein the data feed contains event information about the financial markets.

17. A system for generating alerts to events in a program not currently being viewed comprising:

means for capturing information on which programs a user wants to monitor and what events a user wants to be alerted to;

a data feed containing event information about the programs selected for monitoring;

means for mapping data feed event information to a viewing channel; and

means for alert generation and tuning which compares the mapped event information to the captured user preferences, generates an alert for the user for each event that matches a captured user preference and provides a means for the user to tune to the program which the alert concerned.

18. A system for automatically mapping data feed information to a specific viewing channel comprising:

a data feed containing at least one program identifier;

an electronic program guide having at least one program identifier and program viewing channel information; and

a mapping application which automatically compares the data feed program identifier information with the program guide program identifier information and for each data feed and program guide having similar identifiers, maps the data feed to the program guide so that the data feed information is mapped to a specific viewing channel.

19. A method for generating alerts to events in a program not currently being viewed comprising:

capturing information on which programs a user wants to monitor and what events a user wants to be alerted to;

providing a data feed containing event information about the programs selected for monitoring;

mapping data feed event information to a viewing channel;

comparing the mapped event information to the captured user preferences;

generating an alert for the user for each event that matches a captured user preference; and

providing a mechanism for the user to tune to the program which the alert concerned.

20. The method of claim 19 wherein the provided mechanism for tuning is a generated user interface which provides a prompt allowing the user to tune to the program which the alert concerned.